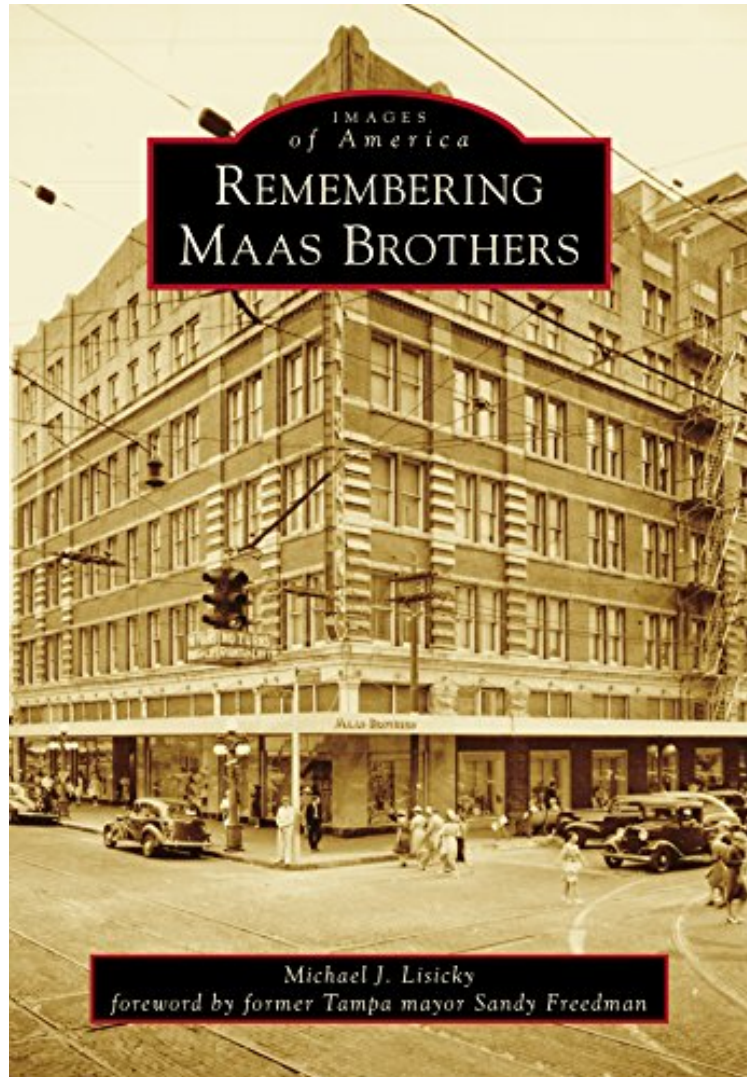


(Mobile book) Remembering Maas Brothers (Images of America)

Remembering Maas Brothers (Images of America)

Michael J. Lisicky

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Michael J. Lisicky : Remembering Maas Brothers (Images of America) before purchasing it in order to gage whether or not it would be worth my time, and all praised Remembering Maas Brothers (Images of America):

1 of 1 people found the following review helpful. Department Store CollectorBy AndrewAs a collector of books on Department Store History, I found this book to be a welcome addition to my collection. Included are archival photographs, advertising memorabilia, all with detailed descriptions. The many decades of Maas Brothers history are well represented. Uniquely, this book is not focused only on the Tampa flagship. The history of numerous branches, the competition the merger of store nameplates are also included.2 of 2 people found the following review helpful. miss this store!!By Carla LathropExcellent book! Historically very accurate I wanted it to go into more detail, having worked for MAAS for over 25 years. It was great fun to get nostalgic on the mention of all the wonderful things that

used to be there.

Maas Brothers opened in 1886, and for more than 100 years it was the commercial and social hub for generations of Tampa Bay shoppers. From its historic downtown Tampa store, to its sleek St. Petersburg location, to branches throughout central and west Florida (in cities like Lakeland, Sarasota, and Clearwater), Maas Brothers was a Florida Suncoast institution. The department store was known and respected for its casual and quality merchandise, fashion shows, popular in-store restaurants that featured its signature cinnamon twists, and countless traditions. A founding unit of the Allied Stores Corporation, Maas Brothers became one of the company's most profitable divisions. For most of its existence, the department store faced little competition throughout its trading area, but Maas Brothers fell victim to department store industry changes in the 1980s. It was combined with Miami's Jordan Marsh division in 1987 but gradually lost its identity. In 1991, the Maas Brothers name, along with many of its downtown locations, became a part of Tampa Bay history.

"(This book) is one of a series of books on department stores by Lisicky, who is probably the only department store historian I know. He's also an oboist with the Baltimore Symphony but his true passion is those great stores that were so much a part of our lives...The book is a good read with lots of pictures from its beginnings to a final picture of the employees standing in front of the downtown store." - Steve Otto, Tampa Tribune
About the Author
Michael Lisicky has been credited as a nationally recognized department store historian and expert by several major newspapers, such as the Washington Post, Philadelphia Inquirer, Boston Globe, Pittsburgh Post Gazette, Washington Times, Wilmington News Journal, and Baltimore Sun. He is the author of several best-selling books, including Wanamaker's: Meet Me at the Eagle, Gimbels Has It!, Hutzler's: Where Baltimore Shops, and Woodward Lothrop: A Store Worthy of the Nation's Capital. Mr. Lisicky has given lectures at such locations as the New York Public Library, the Boston Public Library, the Historical Society of Pennsylvania, the Union League of Philadelphia, the DC Public Library, and at New York Fashion Week. He has been featured in Fortune, Investor's Business Daily, National Public Radio, and CBS's Sunday Morning television program. He resides in Baltimore and is an oboist in the Baltimore Symphony Orchestra.